

# ORDER



**Orders**  
**Order / Rev:** 458603  
**Alt Order #:** 10784117  
**Product Desc:** DUTY AND HONOR  
**Estimate:** 13372  
**Flight Dates:** 08/13/24 - 08/19/24  
**Original Date / Rev:** 06/05/24 / 06/05/24  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Nick Welte  
**Sales Office:** HPHIL  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:** Julie Keane  
**Billing Contact:** Nicole Meade  
 3050 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Duty & Honor  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-2

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/24	08/19/24	38	\$47,800.00	\$40,630.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	38	\$47,800.00	\$40,630.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$47,800.00</b>	<b>\$40,630.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	19%	\$47,800.00
Market	100%	\$251,578.95

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	31%	\$77,989.47
WITI	35%	\$88,052.63
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	15%	\$37,736.84
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	08/13/24	08/19/24	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-630a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/24	08/19/24	MTWTF--		2		\$150.00		0.00					
N 2	WDJT	08/13/24	08/19/24		CM	630a-7a	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Morning News M-F 6a - 7a		(6:30 AM-7:00 AM)									
				M-F 6a - 7a		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$150.00	0.00								
N 3	WDJT	08/13/24	08/19/24	CBS This Morning M-F 7a-9a	CM	7a-8a	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
				CBS This Morning M-F 7a-9a		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$500.00	0.00								
N 4	WDJT	08/13/24	08/19/24	CBS This Morning M-F 7a-9a	CM	8a-9a	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
				CBS This Morning M-F 7a-9a		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$500.00	0.00								
N 5	WDJT	08/17/24	08/17/24	CBS This Morning - SAT	CM	7am-8am	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS This Morning-SAT		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/17/24	08/23/24	-----1-	1	\$400.00	0.00								
N 6	WDJT	08/17/24	08/17/24	CBS This Morning - SAT	CM	8am-9am	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS This Morning-SAT		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/17/24	08/23/24	-----1-	1	\$400.00	0.00								
N 7	WDJT	08/18/24	08/18/24	CBS58 Sun Morning 7a-8a	CM	7a-730a	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				CBS58 Sun Morning 7a-8a		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/18/24	08/24/24	-----1	1	\$600.00	0.00								
N 8	WDJT	08/18/24	08/18/24	CBS58 Sun Morning 7a-8a	CM	730a-8a	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				CBS58 Sun Morning 7a-8a		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/18/24	08/24/24	-----1	1	\$600.00	0.00								
N 9	WDJT	08/18/24	08/18/24	CBS Sunday Morn 758a	CM	8a-930a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/18/24	08/24/24	-----1	1	\$1,800.00	0.00								
N 10	WDJT	08/13/24	08/19/24	News at Noon 60	CM	12p-1230p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				Noon News ONE HOUR 12p-1p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$600.00	0.00								
N 11	WDJT	08/13/24	08/19/24	CBS Block 1p-230p	CM	1p-230p	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
				CBS BLOCK 1p-230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$450.00	0.00								
N 12	WDJT	08/18/24	08/18/24	Face the Nation	CM	930a-1030a	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Face the Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/18/24	08/24/24	-----1	1	\$600.00	0.00								
N 13	WDJT	08/13/24	08/19/24	Inside Edition 3p-3:30p	CM	3pm-3:30pm	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$350.00	0.00								
N 14	WDJT	08/13/24	08/19/24	M-F 4p-5p News	CM	430p-5p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				M-F 4p-5p News		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$350.00	0.00								
N 15	WDJT	08/13/24	08/19/24	M-F 5pm News	CM	5p-530p	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/13/24	08/19/24	MTWTF--	2	\$650.00	0.00								
N 16	WDJT	08/17/24	08/17/24	Sat 5pm News	CM	5p-530p	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Sat 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/17/24	08/17/24	-----1-	1	\$400.00	0.00								

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N 17	WDJT	08/18/24	08/18/24	Sun 530pm News	CM	530p-6p	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/24	08/23/24	-----1-					1	\$400.00		0.00			
				Sun 530pm News											
N 18	WDJT	08/13/24	08/19/24	Jeopardy 6p-630p	CM	6p-630p	MTWTF--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/24	08/24/24	-----1					1	\$600.00		0.00			
				Jeopardy / M-F											
N 19	WDJT	08/13/24	08/19/24	Wheel of Fortune 630p-7p	CM	630pm-7pm	MTWTF--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/24	08/19/24	MTWTF--					2	\$3,500.00		0.00			
				Wheel of Fortune / M-F											
N 20	WDJT	08/13/24	08/19/24	M-F Late News	CM	10p-1035p	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/24	08/19/24	MTWTF--					2	\$850.00		0.00			
				M-F Late News											
N 21	WDJT	08/17/24	08/17/24	Sat Late News	CM	10pm-1030pm	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/24	08/23/24	-----1-					1	\$600.00		0.00			
				Sat Late News		(10:00 PM-10:30 PM)									
N 22	WDJT	08/18/24	08/18/24	Sun Late News	CM	10pm-1030pm	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/24	08/24/24	-----1					1	\$600.00		0.00			
				Sun Late News		(10:00 PM-10:30 PM)									
N 23	WDJT	08/13/24	08/19/24	LF 1035p-1137p	CM	1035p-1137p	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/24	08/19/24	MTWTF--					2	\$650.00		0.00			
				Late Show w/Stephen Colbert											
N 24	WDJT	08/17/24	08/17/24	Sat 6p-7p Jep/Wheel	CM	6pm-7pm	-----1-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/17/24	08/23/24	-----1-					1	\$800.00		0.00			
				Sat 6p-7p Jep/Wheel											
N 25	WDJT	08/18/24	08/18/24	Su 6p - 7p	CM	6p - 7p	-----1	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/24	08/24/24	-----1					1	\$15,000.00		0.00			
				60 Minutes											
Totals													38	\$47,800.00	